

Moment OF Giving

Do it yourself: third-party fundraising toolkit



Whether you want to host an event, throw a party or hold a fundraiser, we make it easy for you to support your local hospital with your own creative Moment of Giving fundraiser. From creating a timeline and budget, to organizing and marketing your event, this toolkit will guide you. Feel free to use a few of our ideas and suggestions, or all of them – whatever works for you and your fundraiser.

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Here are a few ideas:

- Birthday/anniversary party
- Cocktail party/wine tasting
- Tribute event
- Book club
- Garage sale
- Golf tournament
- Board game night
- Paint & sip
- Bingo
- Lemonade stand
- Costume contest
- Virtual events
- Walk/run
- Marathon
- Bake sale
- Silent auctions
- Lip-sync battle
- Dog wash
- Dodgeball tournament
- School fundraiser
- Sporting event
- Trivia night
- Car wash

Let's get started.

Step 1: Choose the "right" event

We suggest something you enjoy doing (e.g., cooking, hiking, running) and thinking about how you can add a fundraising component to it. This way you are not starting from scratch and, in addition to supporting a great cause, you are doing something you love.

Step 2: Form a planning committee and brainstorm

Give free rein to your imagination – several heads are better than one.

Step 3: Identify the basics

- Determine your target audience. **Who** will you invite/ask to participate?
- **What** is your fundraising goal and budget?
- **When** will your fundraiser take place? And will it be in-person or strictly digital?



Select a fundraiser date (or a time period) that avoids community conflicts.

- **How** will you spread the word?

Step 4: Develop a timeline

Having a timeline is important in planning the strategy for your event. Keep your timeline in mind as you put together materials to publicize your fundraiser.

Some questions and steps to consider:

- When do you want to launch your fundraiser?
- When/how do you want to market your fundraiser?
- How often do you want to engage with your target audience?

Step 5: Spread the word

You have the tools to maximize your fundraiser right in the palm of your hand. This toolkit will help you publicize your fundraiser through print and online media at little to no cost.

Remember to:

- Work with your timeline.
- Identify your target audience based on demographics, interests and location.
- Engage local media and ask them to consider covering your fundraiser.
- Share information about your fundraiser with your personal networks.
- Send reminders and follow up with those who have not responded to/engaged with you.
- Encourage your planning committee to help spread the word with their personal networks.





Step 6: Event day

- **Engage.** Be present by engaging with your personal networks – and encouraging your committee to join.
- **Encourage support.** Make sure your donation page is easily accessible.
- **Say cheese.** Photos* are a great way to document your event, whether for publicity or to share with family and friends.



Here are some tips:

- Have a targeted shot list ready.
- Take candid and close-up shots that capture different aspects of your fundraiser.
- Include kids and pets in your photos, if applicable.
- Be sure to capture your sponsors.

** We would love to see your photos! Be sure to have those photographed complete a Nuvance Health media release form and send your favorite highlights to us. Please note that we are unable to share photos that are not accompanied by a release.*

Step 7: Event follow-up

Collect all funds within 30 days following the conclusion of your event and mail a single check to:

Foundations of Nuvance Health

P.O. Box 22539
New York, NY 10087-2539

Be sure to include a note with the event name and the program area of support in the check's memo line.

Please note that only the event organizer will receive a receipt. If a donor would like a receipt, they should mail their check directly to the address above.

- Say thank you to your supporters and participants. Sending thank you letters, notes or emails shows your appreciation and reinforces their goodwill about supporting your **Moment of Giving** fundraiser.

If you're ready to get started – or want to learn more – contact:

Abby Eaton, Digital Fundraising Coordinator

Foundations of Nuvance Health
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TTY Accessible: (800) 842-9710 (CT)/(800) 421-1220 (NY)

